17   (2)   selecting [some] data and [communicating] <u>incorporating</u> said

28   selected data in one or more control instructions;

39   (3)   transmitting one or more <u>second</u> signals containing said unit of

4 10   mass medium programming and said one or more control

5 11   instructions;

6 12   controlling a receiver station on the basis of said <u>transmitted</u> one or more -

7 13   [transmitted] <u>second</u> signals, said second step of controlling comprising the steps of:

8 14   [(1)   receiving some of said unit of mass medium programming and said

9 15   one or more control instructions; and]

10 16   ([2]<u>1</u>)   communicating [some] data detected [at said receiver station] <u>in</u>

11 17   <u>said one or more signals selectively</u> to <u>one of</u> a processor [or]

12 18   <u>and</u> a storage [location] <u>device;</u> [and]

13 19   (2)   <u>storing data applicable to said unit of mass medium programming;</u>

14 20   <u>and</u>

15 21   (3)   presenting said unit of mass medium programming and som<u>e</u>

16 22   supplementary output information content applicable to

17 23   said unit of mass medium programming at one or more

18 24   output devices; and

19 25   controlling a receiver station on the basis of said transmitted one or more

20 26   [transmitted] <u>second</u> signals, said third step of controlling comprising the steps of:

21 27   (1)   inputting information of the reaction of a subscriber to a

22 28   presentation of <u>at least one of</u> said unit of mass medium

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1   programming[;] and information supplementary to said unit

of mass medium programming;

(2)   generating [some] output information content by processing said

inputted information of the reaction of a subscriber; and

(3)   outputting said generated output information content.

6   Please add the following claim(s):

3.   The method of claim 2, wherein said generated output information

8   content is outputted to a transmitter, said method further comprising the step of

9   transmitting said generated output information content to a remote receiver station.

10   4.   The method of claim 2, wherein said generated output information

11   content is outputted to a user, said method further having at least one step from the

12   group consisting of:

13   displaying said generated output information content at a video monitor;

14   selecting sound to emit on the basis of said generated output information

15   content; and

16   printing said generated output information content.

17   5.   A method of processing signals in a network, comprising the steps of:

18   (1)   receiving a first signal at a transmitter station;

19   (2)   performing, in response to said first, at least one step from the group

20   consisting of:

21   (a)   selecting a unit or mass medium programming; and

1   (b)   selecting data and incorporating said selected data in one or more

2   control instructions, said one or more control instructions effective

3   at one or more receiver stations to data transmitted from said

4   transmitter station, store data applicable to said unit of mass

5   medium programming, present at one or more output devices said

6   unit of mass medium programming and some output information

7   content to supplement said unit of mass medium programming,

8   input a reaction of a subscriber, generate output information

9   content by processing said inputted reaction, and output said

10   generated output information content; and

11   (3)   transmitting one or more second signals containing said unit of mass

12   medium programming and said one or more control signals.

13   6.   A method of processing signals in a network, comprising the steps of:

14   (1)   receiving a first signal at a transmission station;

15   (2)   incorporate at least some information in one or more second signals based

16   on said first signal, said second signals containing a unit of mass medium programming

17   and one or more control instructions which are effective at one or more receiver stations

18   to present said unit of mass medium programming and some supplementary output

19   information content, and output information content based on subscriber reaction to a

20   presentation of at least one of said unit mass medium programming and information to

21   supplement said unit or mass medium programming; and

22   (3)   transmitting said one or more second signals.

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1   7.   A method of processing signals in a network, comprising the steps of:

2   (1)   receiving, at a receiver station, one or more signals containing a unit of

3   mass medium programming and one or more control instructions; and

4   (2)   processing said one or more signals containing said unit of mass medium

5   programming and one or more control instructions to present said unit of mass medium

6   programming and some supplementary output information content at one or more

7   output devices, and generate information content based on subscriber reaction to a

8   presentation of at least one of said unit of mass medium programming and information

9   to supplement said unit of mass medium programming.

10   8.   A method of processing signals in a network, comprising the steps of:

11   (1)   receiving a first signal to be transmitted;

12   (2)   receiving an instruct signal which is effective to:

13   (a)   effect a transmission station to generate at least some information

14   in one or more second signals based on said first signal, said second signals containing a

15   unit of mass medium programming and one or more control instructions which are

16   effective to enable a receiver station to present said unit of mass medium programming

17   and some supplementary output information content and output information content

18   based on subscriber reaction to said presentation of at least one of said unit of mass

19   medium programming and said information to supplement said unit of mass medium

20   programming; or

21   (b)   effect a receiver station to generate at least some information in one

22   or more second signals based on said first signal, said second signals containing a unit

23   of mass medium programming and one or more control instructions which are effective

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